



**September 28-29, 2004  
DoubleTree Hotel, Jantzen Beach  
909 North Hayden Island Drive  
Portland, Oregon**

Energizing the Northwest Today and Tomorrow is a two-day symposium on system reliability and environmental stewardship through energy efficiency, two key values shared by many in the Northwest.

Transmission topics will include:

- Shaping regional transmission adequacy standards
- Progress in non-wires solutions to transmission congestion
- Idea-sharing for regional collaboration
- Technology and innovation
- The role of distributed generation and demand response in non-wires solutions

Energy-efficiency topics will include:

- Current and future regional acquisition and infrastructure programs
- EnergyWeb and GridWise™
- Technologies
- Education
- Implementation
- Policies and more

Presentations will consist of special speakers, panels and concurrent sessions that will engage regional stakeholders on these important issues. A tradeshow will showcase non-wires solutions, transmission and energy-efficient technologies, as well as a variety of product and service providers.

#### **Host**

Bonneville Power Administration

#### **Sponsors**

Honeywell-Cannon Alliance  
Energy Trust of Oregon  
Aspen Systems Corporation  
Aeva T&D Corporation  
U. S. Department of Energy

Northwest Energy Efficiency Alliance  
Pacific Northwest National Laboratory  
Puget Sound Energy  
Seattle City Light  
Northwest Power and Conservation Council  
PacifiCorp  
Oregon Department of Energy  
ABB, Inc.  
Science Applications International Corp. (SAIC)  
Portland Development Commission

## Tuesday, September 28, 2004

7:30 a.m.	<b>Registration and continental breakfast</b>
8:55 a.m.	<b>Opening Remarks, Susan Anderson</b> , Director, City of Portland, Office of Sustainable Development (Grand Ballroom)
9:00 a.m.	<b>Welcoming Address, Steve Wright</b> , Administrator, Bonneville Power Administration
9:15 a.m.	<b>Keynote Speaker, Mark Dodson</b> , CEO, Northwest Natural
9:45 a.m.	<b>Keynote Speaker, Joseph Desmond</b> , Deputy Secretary of Energy, California Resources Agency
10:15 a.m.	<b>Break</b> (Sponsored by the GridWise Alliance)
10:45 p.m.	<b>General Session #1</b> (Grand Ballroom) <b>“Transmission and the Power System”</b> What does adequacy mean? National look on policy, legislative, and a utility standpoint, will include both transmission and power system views. How to achieve and maintain adequacy planning vs. how to implement? How does energy efficiency fit in with adequacy? How does energy efficiency bring value to the region – value of delayed investment – non-wires/energy efficiency options? <b>Marsha Smith</b> , Idaho Public Utilities (Moderator) <b>Jim Fama</b> , Edison Electric Institute <b>Louise McCarren</b> , Western Electricity Coordinating Council <b>Rich Cowart</b> , Regulatory Assistance Project <b>Ken Peterson</b> , Powerex
12:00 p.m.	<b>Lunch</b> (Grand Ballroom), <b>Guest Speaker: Joel Zeff</b> , Consultant A former newspaper journalist and public relations executive, Joel started his own consulting business in 1994. His business initially focused on helping technology companies with marketing and public relations. Joel engages audiences in the learning process – by customizing his program to involve the entire audience.
1:15 p.m.	<b>Concurrent Sessions #1</b> (Lower Level) <b>Transmission Adequacy</b> How and who will develop policies addressing transmission adequacy issues? What is the Northwest’s role in defining transmission adequacy and its value for the region? Who is or should be responsible for determining how to achieve or maintain adequacy? What’s the relationship to resource adequacy? <b>Louise McCarren</b> , Western Electricity Coordinating Council (Moderator) <b>Leesa Nayudu</b> , Sempra Energy Resources <b>Frank Afranji</b> , Portland General Electric <b>Bob Rowe</b> , Montana State Public Utility Commission <b>Don Furman</b> , PacifiCorp <b>Energy-Efficiency Programs and Policy</b> How are state and national energy policies similar or different and does it matter? What organizations influence energy policy and what are their short-term goals? Do tax incentives work? Who drives code change? Who is implementing successful new activities, why are they successful and what is required to replicate them? <b>Dan Waitroob</b> , Aspen Systems Corp. (Moderator) <b>Mike Grainey</b> , Oregon Department of Energy <b>Tony Usibelli</b> , Washington State Department of Community, Trade and Economic Development <b>Tim Stout</b> , National Grid USA <b>Derek Henriques</b> , BC Hydro
2:30 p.m.	<b>Break</b>
3:00 p.m.	<b>General Session Panel #2</b> (Grand Ballroom) <b>“Non-Wires”</b> A discussion of the pros and cons of non-wires solutions in addressing the Northwest’s transmission needs. Do non-wires projects offer viable and reliable solutions? Are they effective over the long term? What are the challenges and opportunities to integrating non-wires solutions into regional planning? <b>Brian Silverstein</b> , Bonneville Power Administration (Moderator) <b>Sue McLain</b> , Puget Sound Energy <b>Ellen Petrill</b> , Electricity Innovation Institute <b>Ken Canon</b> , Industrial Customers of Northwest Utilities
4:15 p.m.	<b>Inside the Minds</b> <b>Jesse Berst</b> , The Center for Smart Energy (Moderator) <b>Steve Klein</b> , Tacoma Power <b>Alison Silverstein</b> , Independent Consultant
5:00 p.m.	<b>Adjourn</b> , Reception in Exhibit Hall

## Wednesday, September 29, 2004

7:30 a.m.	<b>Initiatives Breakfast</b> (Grand Ballroom)
8:45 a.m.	<b>Concurrent Session #2</b> (Lower Level) <b>Non-Wires Solutions</b> Highlights of key concepts and achievements of the Non-Wires Solutions Round Table. How has the region progressed in defining non-wires approaches such as screening criteria and pilot projects? What is happening on the national front with non-wires innovations and approaches? What role does existing technologies play in the future? What are the innovations yet to come? How do demand-response and distributed generation apply to non-wires approaches? <b>Robert Kahn</b> , Northwest Independent Power Producers Coalition (Moderator) <b>Marek Samotyj</b> , Electricity Innovation Institute <b>Tom Foley</b> , Energy and Environmental Economics <b>Hardev Juj</b> , Seattle City Light <b>Ralph Cavanagh</b> , Natural Resources Defense Council <b>Energy Efficiency Future</b> A freewheeling discussion by regional, national and international leaders regarding the future of energy efficiency. Includes examples of recent program and project successes. <b>Mike Weedall</b> , Bonneville Power Administration (Moderator) <b>Dilip Limaye</b> , SRC Global Inc. <b>Tim Stout</b> , National Grid USA <b>Richard Beam</b> , Providence Hospital <b>Tom Kerr</b> , U.S. Environmental Protection Agency
10:00 a.m.	<b>Break</b> (Sponsored by Ecos Consulting)
10:30 a.m.	<b>Concurrent Session #3</b> (Lower Level) <b>Transmission Adequacy</b> A continuance of adequacy discussion. What are the key components and considerations to developing regional transmission adequacy standards? Who will develop regional transmission adequacy standards and how might they be implemented? Who will finance needed transmission investment? What are the consequences of not seeking uniform standards to measure adequacy? <b>Vickie VanZandt</b> , Bonneville Power Administration (Moderator) <b>Wally Gibson</b> , Northwest Power and Conservation Council <b>Chuck Durick</b> , Idaho Power Co. <b>Aleka Scott</b> , Pacific Northwest Generating Cooperative <b>Jolly Hayden</b> , CalPine Energy Services <b>Energy Efficiency New Technologies and Trends</b> How can the Pacific Northwest become the Silicon Valley for smart energy? How hot is smart energy in the investment and venture capital community? And, is there a role for political leaders, regional IOUs, BPA and others? <b>Jeff Morris</b> , Northwest Energy Technology Collaborative (Moderator) <b>Harvey Michaels</b> , Nexus Energy Software <b>Dick Wanderscheid</b> , City of Ashland <b>Robert Pratt</b> , Pacific Northwest National Laboratory <b>Wayne Embree</b> , Cascadia Partners
11:45 p.m.	<b>Break</b>
12:00 p.m.	<b>The Road Ahead</b> (Grand Ballroom), <b>Stan Price</b> , Northwest Energy Efficiency Council and <b>Bud Krogh</b> , Krogh & Leonard Associates
12:30 p.m.	<b>Lunch</b> (Grand Ballroom) <b>Guest Speakers: Ethan Cohen</b> , Director of Utility and Energy Technology, and <b>Jon T. Brock</b> , Chief Operating Officer, both of UtiliPoint International, Inc. Recently, Utilipoint International completed a comprehensive and unique multi-client study on the demand response market. This presentation will provide an overview of the current ill-prepared state of utilities across North America in their posture to demand response and show both what is necessary and what is innovative in the utility market about emerging demand response programs.
2:00 p.m.	<b>Closing remarks, Vicki VanZandt</b> , Bonneville Power Administration
2:15 p.m.	<b>Adjourn</b>



## Who Should Attend

Public and investor-owned utilities, industries, tribes, federal state and local governments, environmental and public interest groups, contractors, and private product and service providers.

## Overview

The symposium will be two days of presentations, including concurrent sessions on both days. Breakfast and lunch each day and a hosted reception are part of the registration fee. A tradeshow will showcase non-wires solutions, transmission and energy-efficient technologies, as well as a variety of product and service providers. Two bonus sessions will be

available at the end of the symposium on the second day (see box below).

## Hotel Reservations

DoubleTree Hotel, Jantzen Beach  
909 North Hayden Island Drive  
Portland, Oregon 97217  
(503) 283-4466

Special symposium rate: \$91 (ask for BPA block code BPW)

Free shuttle service to and from the airport.

For the most current and up to date information, please visit the Web site at [www.bpa.gov/conferences](http://www.bpa.gov/conferences).

**Registration Fee: \$150**

**Exhibitor Fee: \$600**

## ***Hold your horses!***

### **Bonus Sessions**

Stay for one of the two cool sessions offered Wednesday afternoon, Sept. 29, 2:30 to 4:30 p.m.

### **Energy Efficiency Session on Post-2006 Conservation Resources**

*Host Mike Weedall, Vice President Energy Efficiency, Bonneville Power Administration*

Kick-off regional discussions on Post-2006 Conservation Resources. Come participate in an open discussion of how conservation can best be structured and delivered in the post-2006 time period. No set agenda, just you and your peers giving BPA much needed input.

### **Technology and Program Innovation Session**

BPA seeks presenters to spotlight technologies, papers or programs that demonstrate innovative approaches to both age-old problems or new challenges presented by deregulation. Interested vendors or agents should contact Pat Tawney at BPA (503)230-4315. Please submit a short description of your "innovative solution" (no more than two pages please) and BPA will consider all and select those which seem most appropriate for addressing the Northwest region's transmission and energy efficiency challenges. Please send your description by Aug. 16, 2004, to [ptawney@bpa.gov](mailto:ptawney@bpa.gov).

## **Change a Light with us . . .**

## **at the Northwest ENERGY STAR® *Change a Light Tradeshow.***

**September 30, 2004**

The *Change a Light Tradeshow* is a special one-day event, presented by the Northwest Energy Efficiency Alliance's residential program. It will be held in the St. Helens Room at the DoubleTree Hotel, Jantzen Beach on Thursday, Sept. 30, 2004, from 9 a.m. to 3 p.m. following the BPA symposium. The Alliance offers its partners the chance to view a variety of innovative, energy-efficient lighting, an opportunity to meet with lighting manufacturers, and view

the latest ENERGY STAR products. Join us and help make your customer's next light an ENERGY STAR product.

A block of rooms is available at the DoubleTree Hotel, Jantzen Beach in Portland, Oregon on Sept. 29. The *Change a Light Tradeshow* is free to all valued partners of the Alliance. For more information please contact Monica Blakeslee at (503)525-2700, ext. 116 or [mblakeslee@ecosconsulting.com](mailto:mblakeslee@ecosconsulting.com).